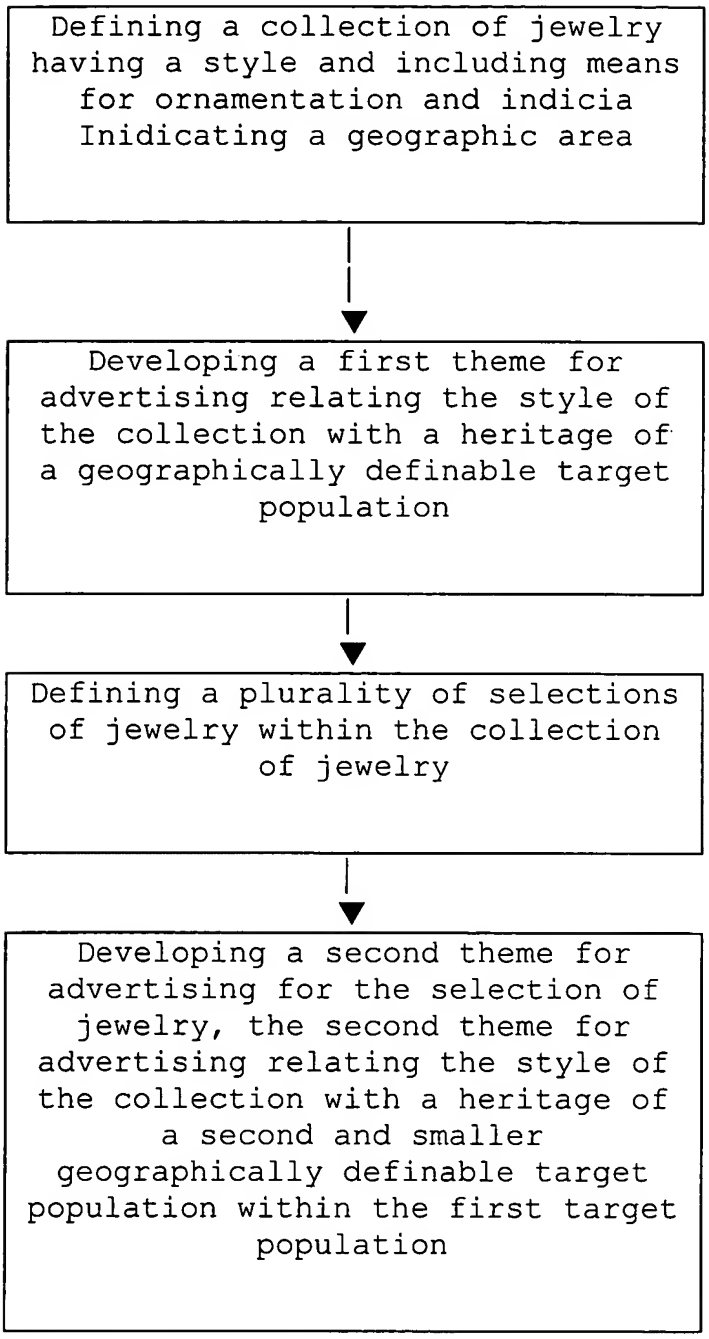
Defining a collection of jewelry having a style and including means for ornamentation and indicia Inidicating a geographic area
Developing a first theme for advertising relating the style of the collection with a heritage of a geographically definable target population
Defining a plurality of selections of jewelry within the collection of jewelry
Developing a second theme for advertising for the selection of jewelry, the second theme for advertising relating the style of the collection with a heritage of a second and smaller geographically definable target population within the first target population